Company Presentation

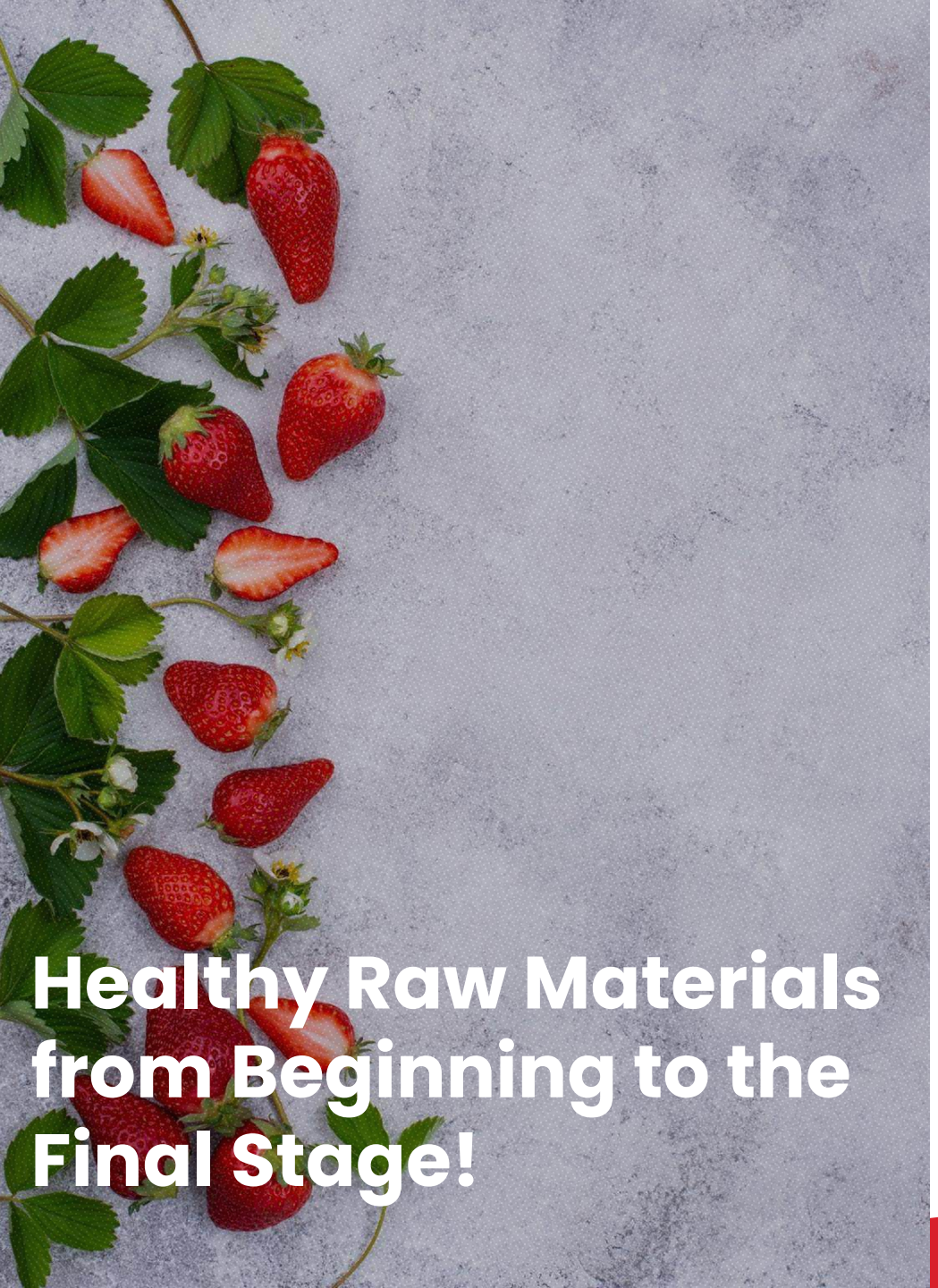
An adventure that started in the 1950s...

About Us

With its seven-decade history, Seyidoğlu is a leading company in the dessert industry, offering a variety of original flavors including halva, jam, tahini, molasses and cocoa cream, and a trusted brand among consumers with its delicious, quality products.

Having started business in the 1950s as a baklava producer, Seyidoğlu expanded into a corporate structure in the 1970s under the leadership of our Executive Board Chairman Necati Göksu, who founded Seyidoğlu Food Industry and Trade Inc. and added helva, jam and tahini-molasses varieties to the company's product range. Rapidly growing both locally and internationally, today Seyidoğlu has become a popular brand with consumers in both Turkey and numerous other countries.

Producing 150 kilograms of halva daily in its early days, Seyidoğlu today produces 40 tons of halva, 60 tons of jam, 30 tons of hazelnut cream and 20 tons of tahini and molasses on a daily basis in its 15,000-square meter production facility, which was launched in 2005 in Istanbul's Hadımköy quarter. The company's current General Manager is Mehmet Göksu, who is the third generation leading the family-owned business.



Healthy Raw Materials from Beginning to the Final Stage!

Our Mission

Ever since it was founded, producing quality, healthy and delicious desserts has been a key principle for Seyidoğlu. From the selection of raw ingredients to the very last stage of our production line, our objective is to offer consumers the healthiest foods with utmost care in hygiene and quality. We pick our ingredients from among top quality fruits produced in Turkey and ensure their quality at every single stage of production. In order to contribute to the development of agricultural production in Turkey, we support local growers by choosing locally grown crops as our ingredients. We ensure the flavor and quality of our products by combining the latest technology in the food industry with traditional production methods, which is the secret to our delicious flavors.

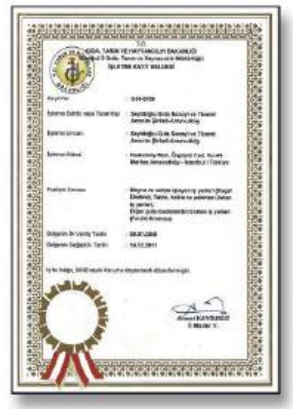
As a company that is committed to innovation, we continually improve our products through R&D. Today our company has foreign trade relations with over 30 countries around the globe and through our constantly expanding capacity as an employer, we contribute to the nation's economy. Through original social responsibility projects we undertake, we contribute to the society's appreciation of quality food and food safety.

Our Quality Policy

Seyidoğlu Food Inc. is committed to improving its quality and food safety management system in accordance with the requirements of ISO 9001:2015 and TS 22000, FSSC standards.

The key items of our company's quality policy statement are as follows:

- Pay attention to the effects of supply chain before and after our operations; follow regulations concerning environmental safety, occupational and employee health and hygiene, and Turkish Food Codex regulations in production as well as in the management and improvement of the food safety system and the quality management system;
- Focus on products that have natural ingredients and are free from chemical additives in our range of traditional flavors in the halva, jam, sugary and pastry products categories, improve production technology and product range, maintain our leading and innovative position in the industry through our decades-long experience;
- Ensure continued customer satisfaction;
- Provide training programs for our staff in order to continuously improve their knowledge of quality and hygiene;
- Improve our capacity to procure quality and healthy ingredients by evaluating our suppliers and improving our supplier tracking system;
- Review and improve our entire operations, our prodıction environment and the hygiene measures we apply in light of the "continuous improvement" motto.
- Our company's management is committed to provide all resources required for the sustainable operation of our quality management system. We are confident that our employees are also committed to working towards our collective success and realizing our company's ambition to become the leading and most innovative brand in our industry.



Our Products

Our Products

Halva Varieties

We use tahini produced from top quality sesame seeds in our tahini halva. Our halva products do not contain fructose or glucose syrup.

Plain Halva

Cocoa Halva

Pistachio Halva

Our Products

Premium Packaged Halva Varieties

We packaged our halva products with plastic and tin premium quality packages

Plain Halva

Cocoa Halva

Pistachio Halva

Our Products

Spade Halva Varieties

(traditional halva variety mixed using a wooden peel)

Plain Spade Halva

Cocoa Spade Halva

Pistachio Spade Halva

Our Products

Summer Halva Varieties

Walnut Halva

Almond Halva

Coconut Halva

Our Products

Jam Varieties

For our jam varieties, we use carefully picked, top-quality fruits and berries. The secret to the flavor of our extra traditional jam varieties is rooted in Seyidoğlu's century-old mastery.

Sour cherry jam

Raspberry jam

Blackberry jam

Strawberyy jam

Quincience jam

Orange jam

Peach jam

Apricot jam

Dried Fig Jam

Wild Berry jam

Mixed Fruit jam

Rose Petal jam

Mulberry jam

Rosehip Marmalade

Our Products

Tahini and Molasses

Tahini

Molasses Varieties

Grape – Carob - Mulberry

Tahini and molasses

Our Products

Fruit extract

Mulberry

Carob

Grape

Our Products

Hazelnut Cream With Cocoa

Our Products

Out-Of-Home Consumption

Seyidoğlu offers a variety of picnic products, manufactured using state-of-the-art technology. We supply picnic products to hotels, restaurants, cafés (HoReCa), public institutions, recreational facilities, student dormitories, factories and numerous other establishments. We also produce industrial size products for establishments such as the ones listed above.

HoReCa Products

Industrial Products

Our Products

Others

Seyidoğlu is among the leading brands in the industry with its additional products such as pişmaniye (Turkish cotton candy), Squeezable Products (Tahini, Mulberry, Grape, Carob).

Tahini, Mulberry, Grape, Carob

Squeezable Products

Pişmaniye
(Turkish Cotton Candy)
Candy Floss

Who We Produce For?

Private Label Products

ALSO Marshalls T.J.maxx ROSS TESCO Sainsbury's ASDA Morrisons

In addition to its own products, Seyidoğlu manufactures private label products for numerous other companies:

~12.000 Stores

A·101

250 Stores

FİLE

Harras

180 Stores

BİZİM Toptan Market

Besler Mutfak

~11.000 Stores

ŞOK

192 Stores

Happy Center

PL

SEK

PINAR

~12.000 Stores

BIM

İlkgün

SEREL

PL

tat

What We can Produce?

How We Produce?

- By using top quality ingredients
- Through our century-long workmanship
- Using High Tehnology
- By following hygiene standards
- Through continuous R&D
- By paying attention to customer feedback

Our Production Facility

- We produce all our products at our 15,000 -square meter factory based in Istanbul's Hadımköy district.
- Our factory combines traditional production methods with state-of-the-art technology.
- Our production line is equipped with state-of-the-art automated systems.
- Our factory is equipped with a high-tech laboratory and product quality control systems.
- Our production facility follows the latest hygiene standards

Our Production Capacity
(Daily)

Halva
40 Tons

Jam
60 Tons

Hazelnut Cream
30 Tons

Tahini & Molasses
20 Tons

Our Brands

SYD GRUP

Seyidoğlu

Seysu

Sultan Bacı

REÇELHANE

Früibella

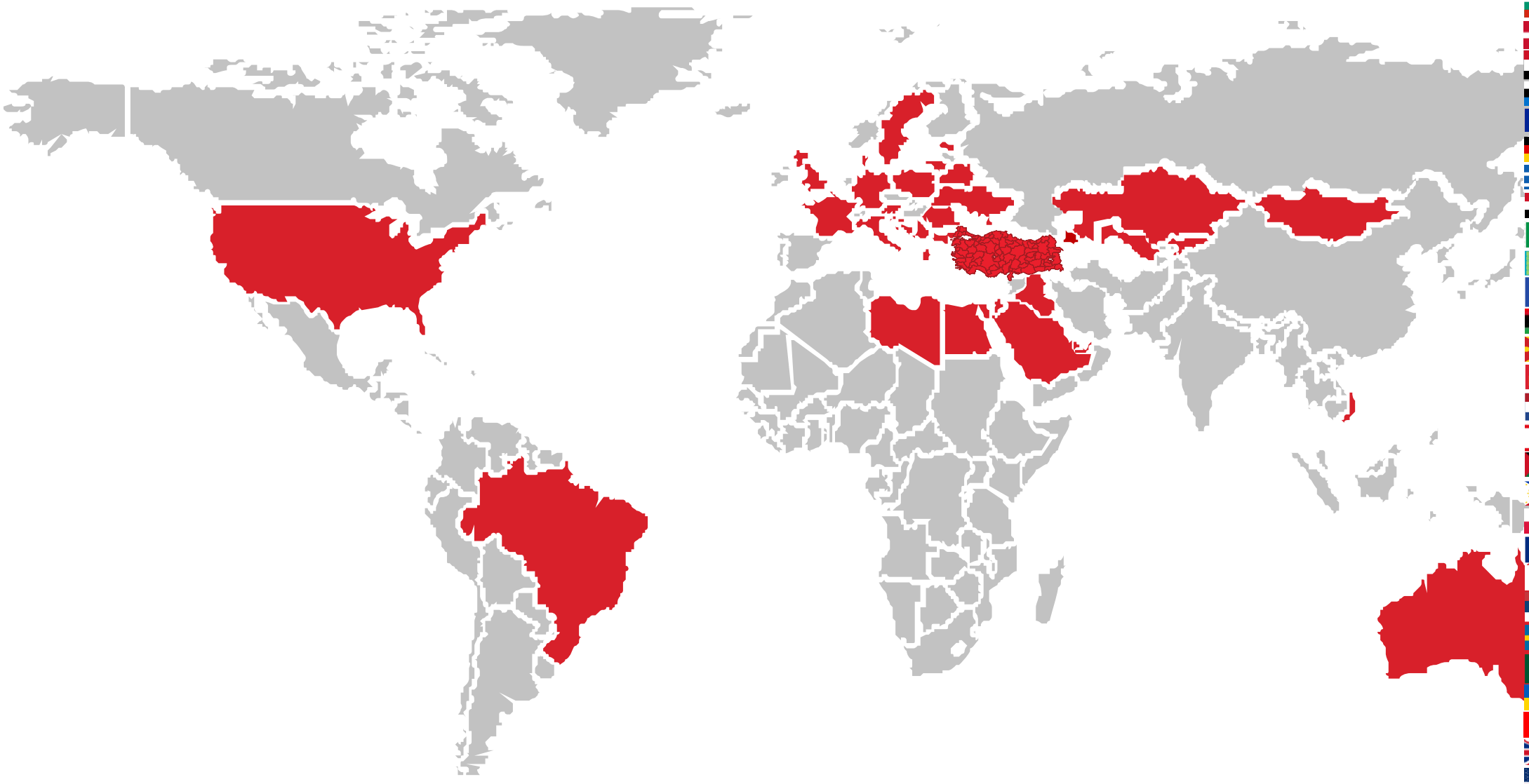
Our Distribution Network In Turkey

Our products are distributed in all 81 provinces of Turkey through our dealer network.

Our PL products are available at A101, BİM, ŞOK, Tarım Kredi Koop., FİLE and Happy Center grocery stores across Turkey.

Also our products are distributed in all local grocery store chains across Istanbul and the Marmara region.

Countries We Export To



- Albania
- Australia
- Azerbaijan
- Bosnia & Herzegovina
- Brazil
- Bulgaria
- Denmak
- Egypt
- Estonia
- France
- Germany
- Greece
- Iraq
- Italy
- Kazakhstan
- Kosovo
- Libya
- Macedonia
- Mongolia
- Netherlands
- Northern Cyprus
- Palestine
- Philippines
- Poland
- Romania
- Qatar
- Serbia
- Sweden
- Saudi Arabia
- Ukraine
- United Arab Emirates
- United Kingdom
- United States
- Uzbekistan

*Our products are also available in the United Kingdom under the brand name **SULTANBACI**, sold in Asda and Morrisons.
Our products are available **as private label products in the United States, the UK, Iraq, UAE, Kosovo, Poland, Azerbaijan, Saudi Arabia and Sweden.

Out-Of-Home-Consumption

Seyidoğlu is also a leading brand in out-of-home consumption.

We supply industrial size and picnic/catering size products to public enterprises, recreational facilities, hotels, restaurants and cafés, offering a variety of packaging and product weight options ranging between 20 grams and 20 kilograms.

Quality System Documents And Certificates

- FDA
- TSE COVID19
- ISO 9001: 2015
- TS 22000
- FSSC
- VEGAN
- HALAL

Thank You

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